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THE ETHICS AND RETAIL MANAGEMENT

ANNOTATION: The author of the article attempts to prove the necessity of ethical approach when taking decision by retailing managers. In the author's point of view, managers must take the right decisions not only according to the society. Right decisions must be made about customers as well as personnel. This makes it possible to raise the customer service culture and provide effective performance of the company at the same time.

KEY WORDS: Retail trade, ethics, management, customer

Retailers' relationship with customers can be based on legal norms but ignore moral principles is better when Retailing is directly connected with, customers, most of whom greatly appreciate retailers' attitude to them it operates in accordance with laws and moral principles at the same time.

Quite often retailers use both above mentioned approaches when trying to achieve their goals. We think that in spite of its contradictory nature marketing ethics plays an important role in the development of retail trade.

«When retailers solve the problems of customers and society even on the basis of their own interests, this develops retailers' moral responsibility to do good to customers as well as to the whole society. In this case the result is that customers, as a rule, have possibility to obtain goods that meet their requirements. Customer service culture improves too» [1; 136].

Marketing ethics in the enterprises of retail trade is «developed in three directions: ethics, social responsibility and consumerism» [2; 73]. They are closely connected to each other. Ethics means only moral principles and values of retailers' behavior. Social responsibility means the activities to the benefit of the society. As for consumerism, it implies customer rights protection.

The main point in the article is the aspect of morality of retailers. This must be developed in two directions. On the one hand, managers as well as towards personnel according to moral principles and according to the law at the same time. On the other hand, when managers take decisions about employees in accordance with the moral principles this helps to serve customers on the basis of moral principles recognized by the society and not only in the framework of normative documents. «If managers always remember a golden rule — treat others as you would like to be treated» [3; 915], salesperson will also treat customers properly, according to the law and moral principles of the society. This salespersons' attitude towards customers will be improved if managers take morally correct decision towards salesperson.

Decisions made by managers must create normal working and leisure conditions for personnel employed in the enterprises of retail trade; provide them with labor remuneration at the given stage of the development of economy according to the socially acceptable level. It must also encourage them to improve their qualifications. At that, it is desirable to create the fund for material assistance in the enterprises of retail trade in case of necessity to help co-workers.

«When the principles of marketing ethics are observed in the management of retailing companies, this helps to form a business, warm and fair atmosphere. This develops positive attitudes in visitors, and, first of all, in customers» [4;215]. This increases the possibilities of effective performance even when there is a fierce competition. In conclusion, the management of retail trade according to the ethical requirements represents necessity and not only a personal goal of separate managers.

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MANAGING A PROJECT TEAM THROUGH CONFLICT RESOLUTION IN THE 'SRBIJAGAS' CORPORATION

ABSTRACT: The topic of the research presented in this paper is to examine responses to conflicts in the project team in a particular company, 'Srbijagas,' Novi Sad. The aim of the research was to determine the most appropriate tactics for addressing conflict situations, taking into account the theoretical research methods in relation to the established way of reacting of the employees in conflict situations.

KEYWORDS: management of a project team, conflict resolution

MANAGING A PROJECT TEAM — CONFLICT RESOLUTION

Managing a project team refers to monitoring the performance and motivation of the project team, providing timely feedback, resolving problems and conflicts and coordinating changes to enhance project performance (PMI-2004.)

Project managers have a special task to lead their teams in developing standards for resolving different types of conflicts that may arise in the implementation of projects. Five basic methods of conflict resolution are: confrontation, compromise, smoothing, forcing and withdrawal (Blake, R.; Mouton-1985).

Research shows that top project managers prefer to use the confrontation to resolve conflicts rather than the other four methods. This method is in fact focusing on conflict resolution using the approach to solving problems. By using the paradigm of interdependence by Stephen Covey, this method focuses on the win-win approach, where all the parties endeavor to find the best way to resolve the conflict.